

<b>Notice of References Cited</b>		Application/Control No.	Applicant(s)/Patent Under Reexamination LOTVIN ET AL.	
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**U.S. PATENT DOCUMENTS**

*	Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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**NON-PATENT DOCUMENTS**

*	Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)		
U	Cybergold, Goldmail aim to change net ads systems pay visitors to read ads, collect demographics in return. July 15, 1996. Phillips Business Information's Internet Week. Pages 1-2.		
V	Eng. To earn rewards, just hit the site. July 8, 1996. Business Week. Pages 120I, 1.		
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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